



Aveline

Kimpton
THE SHANE

HARTLEY

JANUARY 1 - OCTOBER 1, 2023

KIMPTON SHANE HOTEL CASE STUDY

CAREFULLY CURATED BY BILL KAELIN MARKETING

BILL KAELIN
MARKETING.EVENTS.CONSULTING

THE STRATEGY

Bill Kaelin Marketing's main focus was to drive locals and hotel guests alike to Kimpton Shane Hotel's food and beverage outlets: Hartley Kitchen and Cocktails and Aveline Bar Lounge & Patio. Over a 10 month period, our team established weekly programming and partnered with the local community to significantly increase the food and beverage revenue while simultaneously increasing brand awareness for the hotel.

Partnering with their management, BKM was able to:

- Target Kimpton's desired demographic and create an experience where locals and hotel guests become patrons
- Establish weekly music programming to increase local engagement on slower evenings at Aveline
- Vetted, established and managed all community outreach to increase brand awareness through organizing social group/networking events to increase revenue in F&B
- Managed local foodie influencers' experiences at the hotel and restaurants
- Curate content and manage social media platforms for Kimpton Shane Hotel, Aveline and Hartley Kitchen and Cocktails.

HARTLEY

Aveline



ECLECTIC ELECTRIC

Experience the ultimate blend of music and cocktails

One of Kimpton Shane Hotel's challenges was their decreased bar sales on Saturday nights at Aveline. To boost bar revenue and local engagement, BKM created *Eclectic Electric*, an evening where guests can enjoy lite bites, craft cocktails, and music throwbacks by Atlanta's local DJ's. The night turned into a local's destination that had great music, bites, and cocktails. BKM was responsible for creating the marketing collateral, partnering with influencers to promote Saturday night programming, and managing the DJ's every week.

Results:

- Increased repeat local business on a Saturday night which increased revenue and guests through the door averaging ~\$4,500 sales per Saturday
- Increased digital footprint through co-promotion of events with well-known local DJs





ART DESTINATION HOTEL IN MIDTOWN

With Kimpton Shane Hotel's proximity to the Woodruff Art Center, it was imperative that BKM established ongoing relationships with High Museum, Alliance Theatre, Atlanta Symphony Hall, and MODA that increased brand awareness for Kimpton Shane, Hartley, and Aveline.

BKM was able to secure partnerships with all entities that included:

- Confirmed placement on website as preferred hotels with special room rates for guests and ticket holders
- Co-promoted social media giveaways that included tickets, dinner at Hartley and post dinner drinks at Aveline.
- Established as the Preferred hotel for VIPs, musicians, talent, and celebrities
- Secured parking promotion: Any Woodruff Arts Center entity ticket holder that purchase \$75+ in food and beverage at Hartley or Aveline receives complimentary valet parking.

WOODRUFF ARTS X KIMPTON GIVEAWAYS



ATLANTA SYMPHONY V-DAY GIVEAWAY

V-Day Dinner at Hartley + 2 tickets to An Evening with Drew and Ellie Holcomb

80

ENTRIES

63.8k

TOTAL IMPRESSIONS

48

NEW FOLLOWERS

10.7k

TOTAL NEW REACH



MODA GIVEAWAY

Dinner at Hartley + drinks at Aveline + 2 tickets to Old School Hip-Hop and Old World Wine

69

ENTRIES

42.1k

TOTAL IMPRESSIONS

32

NEW FOLLOWERS

5.4k

TOTAL NEW REACH



CENTER STAGE GIVEAWAY

Drinks at Aveline + 2 tickets to ATL Collective Relives Radiohead's "Kid A"

36

ENTRIES

35k

TOTAL IMPRESSIONS

28

NEW FOLLOWERS

4k

TOTAL NEW REACH



COMMUNITY OUTREACH

BKM are masters at curating strategic partnerships that drive both ROI and brand awareness back to the Kimpton Shane Hotel, Aveline, and Hartley Kitchen and Cocktails.

Our team curated news-worthy activations and onsite events with Atlanta's social groups, networking groups, neighborhood associations and non-profits that ultimately generated social media mentions, press coverage, and revenue for the hotel as well as re-positioned Kimpton Shane Hotel as a desired destination in Midtown.

With this strategy, our team reached untapped markets, maintain long-lasting relationships with our partners, increase social media following and collect email addresses for retargeting on the monthly email newsletters.



1,500+ 1.2 million \$29k

TOTAL # OF
LOCALS REACHED

TOTAL
IMPRESSIONS

TOTAL GROSS
F&B SALES

200+

34

23

HOTEL ROOMS
BOOKED

LOCAL SOCIAL GROUP
PARTNERSHIPS

OF INFLUENCER
ENGAGEMENTS